

**Amendments to the Claims:**

This listing of claims will replace all prior versions of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A system for providing a visual complement to an audio service, comprising:

a first transmission system ~~that transmits~~ configured to transmit data to a second transmission system, wherein the second transmission system ~~transmits~~ is configured to transmit the data to one or more audio/video receivers;

an audio subsystem ~~that selects~~ configured to select sound recordings according to a playlist and ~~transmits~~ transmit, according to the playlist, the selected sound recordings to the first transmission system for relay to the second transmission system; and

a video subsystem, wherein

~~at or about the same time the audio system transmits a selected sound recording to the first transmission system for relay to the second transmission system,~~ the audio subsystem is further configured to transmit ~~transmits~~ to the video subsystem a trigger message after selecting a sound recording, wherein the trigger message comprises comprising a sound recording an identifier that identifies associated with the selected sound recording, and

the video subsystem, ~~after receiving the trigger message, generates a data packet comprising~~ is configured to generate a video image specification that is based, at least in part, on pre-defined configuration data and information included in the trigger message, and is configured to generate the video image specification in response to receiving the trigger message.

2. (Currently Amended) The system of claim 1, wherein the video subsystem ~~transmits~~ is configured to transmit the data packet video image specification so that it is received by the second transmission system, and the second transmission system ~~generates~~ is

configured to generate a video image conforming to the video image specification and ~~transmits~~ transmit the video image along with ~~the~~ a sound recording received from the first transmission system to the one or more audio/video receivers.

3. (Original) The system of claim 2, further comprising a storage unit for storing visual media assets, wherein the second transmission system is able to retrieve visual media assets from the storage unit.

4. (Original) The system of claim 1, wherein the video image specification comprises a visual media asset identifier.

5. (Currently Amended) The system of claim 4, wherein ~~after receiving the data packet comprising the video image specification,~~ the second transmission system ~~retrieves~~ is configured to retrieve from the storage unit the visual media asset identified by the visual media asset identifier and ~~uses~~ use the visual media asset in generating the video image ~~after receiving the video image specification.~~

6. (Currently Amended) The system of claim 1, wherein the pre-defined configuration data comprises a plurality of ~~sound recording identifiers,~~ each of which is associated with a sound recording, and associates a set of visual media asset identifiers with each of the plurality of ~~sound recording identifiers.~~

7. (Currently Amended) The system of claim 6, wherein the pre-defined configuration data further comprises one or more queues of visual media asset identifier sets and further associates one or more of the queues with one or more of the plurality of ~~sound recording identifiers.~~

8. (Currently Amended) The system of claim 7, wherein at least one of said one or more queues includes a ~~one or more~~ visual media asset identifier ~~sets set in a queue are~~ that is associated with a time duration.

9. (Currently Amended) The system of claim 1, further comprising a video image generator coupled to the video subsystem, wherein the video subsystem ~~provides~~ is configured to provide the ~~data packet~~ video image specification to the video image generator, the video image generator is configured to generate ~~generates~~ a video image conforming to the video image specification and ~~transmits~~ transmit the video image so that it is received by the second transmission system, and the second transmission system is configured to transmit ~~transmits~~ the video image ~~and the sound recording~~ to the one or more audio/video receivers.

10. (Original) The system of claim 9, further comprising a storage unit for storing visual media assets, wherein the video image generator is able to retrieve visual media assets from the storage unit.

11. (Original) The system of claim 10, wherein the video image specification comprises a visual media asset identifier.

12. (Currently Amended) The system of claim 11, wherein ~~after receiving the data packet comprising the video image specification~~, the video image generator ~~retrieves~~ is configured to retrieve from the storage unit the visual media asset identified by the visual media asset identifier and ~~uses~~ use the visual media asset in generating the video image after receiving the video image specification.

13. (Currently Amended) The system of claim 12, wherein the ~~data packet video image specification~~ image specification is contained within an HTML document and the video image is an MPEG video presentation.

14. (Currently Amended) A system for providing a visual complement to an audio service, comprising:

a first transmission system that is configured to transmit ~~transmits~~ data to a second transmission system, wherein the second transmission system is configured to transmit ~~transmits~~ the data to one or more audio/video receivers;

an audio subsystem that is configured to select ~~selects~~ sound recordings according to a playlist and ~~transmits~~ transmit, according to the playlist, the selected sound recordings to the first transmission system for relay to the second transmission system; and

a video subsystem, wherein

~~at or about the same time the audio system transmits a selected sound recording to the first transmission system for relay to the second transmission system,~~ the audio subsystem is further configured to transmit to the video subsystem a trigger message after selecting a sound recording, wherein the trigger message comprises ~~comprising a sound recording an identifier that identifies~~ associated with the selected sound recording,

the video subsystem, ~~after receiving the trigger message,~~ is configured to generate ~~generates~~ a video image based, at least in part, on pre-defined configuration data and ~~transmits~~ transmit the video image to the first transmission system for relay to the second transmission system after receiving the trigger message, and

the second transmission system is configured to transmit ~~transmits~~ the video image ~~and the sound recording~~ to the one or more audio/video receivers.

15. (Original) The system of claim 14, further comprising a storage unit for storing visual media assets, wherein the video subsystem is able to retrieve visual media assets from the storage unit.

16. (Currently Amended) The system of claim 15, wherein, after receiving the trigger message comprising the ~~sound recording~~ identifier, the video subsystem is configured to determine ~~determines, based on~~ based, at least in part, on the pre-defined configuration data, a set of visual media asset identifiers.

17. (Original) The system of claim 16, wherein one or more of the visual media asset identifiers are associated with a screen position.

18. (Currently Amended) The system of claim 17, wherein the video subsystem is configured to retrieve ~~retrieves~~ from the storage unit the visual media assets identified by the set of visual media asset identifiers and ~~uses~~ use the visual media assets and the image position associated with the one or more visual media assets in generating the video image.

19. (Original) The system of claim 14, wherein the video image is an MPEG video presentation.

20. (Currently Amended) The system of claim 14, wherein the pre-defined configuration data comprises a plurality of ~~sound recording~~ identifiers, each of which is associated with a sound recording, and associates a set of visual media asset identifiers with each of the plurality of ~~sound recording~~ identifiers.

21. (Currently Amended) The system of claim 20, wherein the pre-defined configuration data further comprises one or more queues of visual media asset identifier sets and further associates one or more of the queues with one or more of the plurality of ~~sound recording~~ identifiers.

22. (Currently Amended) The system of claim 21, wherein at least one of said one or more queues includes a one or more visual media asset identifier set that in a queue is associated with a time duration.

23. (Original) A system for providing a visual complement to an audio service, comprising:

a first transmission system that transmits data to a second transmission system, wherein the second transmission system transmits the data to one or more audio/video receivers;

an audio subsystem that selects sound recordings according to a playlist and transmits, according to the playlist, the selected sound recordings to the first transmission system for relay to the second transmission system;

a storage device that stores a plurality of video images;

a data structure that associates one or more of the plurality of video images with the selected sound recording, wherein at least one of the one or more video images that are associated with the selected sound recording is associated with a time duration.

24. (New) The system of claim 23, further comprising a video subsystem, wherein the audio subsystem is further configured to transmits to the video subsystem a trigger message after selecting a sound recording from a playlist, wherein the trigger message comprises an identifier associated with the selected sound recording.

25. (New) The system of claim 24, wherein the video subsystem is configured to generate a video image based, at least in part, on pre-defined configuration data and transmit the video image to the first transmission system for relay to the second transmission system after receiving the trigger message.

26. (New) The system of claim 25, wherein the second transmission system is configured to transmit the video image and the sound recording to the one or more audio/video receivers.

27. (New) The system of claim 25, further comprising a storage unit for storing visual media assets, wherein the video subsystem is able to retrieve visual media assets from the storage unit.

28. (New) The system of claim 27, wherein, after receiving the trigger message, the video subsystem is configured to determine, based, at least in part, on the pre-defined configuration data, a set of visual media asset identifiers.

29. (New) The system of claim 28, wherein one or more of the visual media asset identifiers are associated with a screen position.

30. (New) The system of claim 29, wherein the video subsystem is configured to retrieve from the storage unit the visual media assets identified by the set of visual media asset identifiers and use the visual media assets and the image position associated with the one or more visual media assets in generating the video image.

31. (New) The system of claim 25, wherein the video image is an MPEG video presentation.

32. (New) The system of claim 25, wherein the pre-defined configuration data comprises a plurality of identifiers, each of which is associated with a sound recording, and associates a set of visual media asset identifiers with each of the plurality of identifiers.

33. (New) The system of claim 32, wherein the pre-defined configuration data further comprises one or more queues of visual media asset identifier sets and further associates one or more of the queues with one or more of the plurality of identifiers.

34. (New) The system of claim 24, wherein the video subsystem is configured to generate a video image specification based, at least in part, on pre-defined configuration data and information included in the trigger message, and is configured to generate the video image specification in response to receiving the trigger message.

35. (New) The system of claim 34, wherein the video subsystem is configured to transmit the video image specification so that it is received by the second transmission system, and the second transmission system is configured to generate a video image conforming to the video image specification and transmit the video image to the one or more audio/video receivers.

36. (New) The system of claim 35, further comprising a storage unit for storing visual media assets, wherein the second transmission system is able to retrieve visual media assets from the storage unit.

37. (New) The system of claim 34, wherein the video image specification comprises a visual media asset identifier.

38. (New) The system of claim 37, wherein the second transmission system is configured to retrieve from the storage unit the visual media asset identified by the visual media asset identifier and use the visual media asset in generating the video image after receiving the video image specification.

39. (New) The system of claim 34, wherein the pre-defined configuration data comprises a plurality of identifiers, each of which is associated with a sound recording, and associates a set of visual media asset identifiers with each of the plurality of identifiers.

40. (New) The system of claim 39, wherein the pre-defined configuration data further comprises one or more queues of visual media asset identifier sets and further associates one or more of the queues with one or more of the plurality of identifiers.

41. (New) The system of claim 34, further comprising a video image generator coupled to the video subsystem, wherein the video subsystem is configured to provide the video image specification to the video image generator, the video image generator is configured to generate a video image conforming to the video image specification and transmit the video image so that it is received by the second transmission system, and the second transmission system is configured to transmit the video image and the sound recording to the one or more audio/video receivers.



42. (New) The system of claim 41, further comprising a storage unit for storing visual media assets, wherein the video image generator is able to retrieve visual media assets from the storage unit.

43. (New) The system of claim 42, wherein the video image specification comprises a visual media asset identifier.

44. (New) The system of claim 43, wherein the video image generator is configured to retrieve from the storage unit the visual media asset identified by the visual media asset identifier and use the visual media asset in generating the video image after receiving the video image specification.

45. (New) The system of claim 44, wherein the video image specification is contained within an HTML document and the video image is an MPEG video presentation.

46. (New) A method for providing a visual complement to an audio service, comprising:

selecting a sound recording;

transmitting the selected sound recording to a consumer device that is operable to reproduce the sound recording;

after selecting the sound recording, transmitting a trigger message, wherein the trigger message comprises an identifier that is associated with the selected sound recording;

after transmitting the trigger message, receiving the trigger message and generating a video image based, at least in part, on pre-defined configuration data and the identifier contained in the trigger message; and

transmitting the video image to the consumer device so that the video image can be reproduced by the consumer device while the consumer device is reproducing at least some portion of the sound recording.

47. (New) The method of claim 46, wherein the step of transmitting the selected sound recording to a consumer device comprises:

transmitting the sound recording to a first transmission system;  
receiving the sound recording at the first transmission system; and  
transmitting the sound recording from the first transmission to a second transmission system, which is configured to broadcast the sound recording to a plurality of consumer devices, including said consumer device.

48. (New) The method of claim 46, wherein the step of transmitting the selected sound recording to a consumer device comprises broadcasting the sound recording to a plurality of consumer devices, including said consumer device.

49. (New) The method of claim 46, wherein the step of selecting the sound recording comprises selecting the sound recording from a playlist.

50. (New) The method of claim 46, wherein the step of generating the video image comprises generating, in response to receiving the trigger message, a video image specification based, at least in part, on the pre-defined configuration data and the identifier contained in the trigger message.

51. (New) The method of claim 50, further comprising transmitting the video image specification to a device that is configured to generate the video image based on the video image specification.

52. (New) The method of claim 51, wherein the video image specification comprises a visual media asset identifier.

53. (New) The method of claim 52, wherein the device is configured to obtain the visual media asset identified by the visual media asset identifier and use the visual media asset in generating the video image.

54. (New) The method of claim 46, wherein the pre-defined configuration data comprises a plurality of identifiers, each of which is associated with a sound recording, and associates a set of visual media asset identifiers with each of the plurality of identifiers.